

New Health Insurance Marketplace Q&A Sessions

Starting on October 1, 2013, eligible individuals in every state will have a Health Insurance Marketplace where they can shop for and purchase private health coverage. Outreach efforts are needed to ensure families and communities understand their options and to assist beneficiaries in obtaining information about these changes.

LEVEL OF PLANNING EFFORT

EASY

DIFFICULT

What is the Goal?

To coordinate a collaborative event with community-based and nonprofit organizations, grassroots leaders, and faith-based groups to raise awareness, provide public education materials, and encourage people in the community to learn more about health coverage available to them in the new Marketplace.

Planning Ahead

- 1. Identify potential partners** for your planning committee and hold meetings to coordinate the event and keep track of your progress.
- 2. Confirm an event date** during the month of October, which coincides with both the open enrollment for the Marketplace and [Corps Community Day 2013](#) during National Primary Care Week. Weekends are a great way to capture the attention of community members out and about.
- 3. Secure a location** that can hold a large group of attendees. Ideal venues may include National Health Service Corps sites, local YMCAs, community recreation centers, assisted living centers, parking lots, or school gyms.
- 4. Invite speakers** who will share insights, inspiring stories, and perspectives on the new Marketplace. Consider inviting local officials, special guests, or public health experts. Public health experts from the Health Resources and Services Administration will be available to speak at events with up to 200 attendees. Submit an email for the special request at CorpsCommunityDay@hrsa.gov, and we will try to accommodate the speaker's schedule to attend your event.
- 5. Promote your event!**
 - Send out a "Save the Date" to members of the community, community organizations, and community leaders to help promote the event.

- Media attention is important because it allows you to reach more people; create and send out a [Media Advisory](#).
- Create an event on Facebook and tag the [National Health Service Corps](#).
- Hang posters in areas where you think potential participants would frequent, including bulletin boards, and use the Corps Community Day Fact Sheet and [Event Flyer](#) as tools.

6. Identify your state's Marketplace strategy before the event.

- The Marketplace will be operated by Federal and state government agencies and through Federal-state partnerships. Visit HealthCare.gov where you can find more details about your state's Marketplace strategies.
- Identify available resources to distribute at the event, including information about how to enroll and the [consumer checklist](#) tool. You can also visit the [CMS partnership page](#) for a wide variety of tools and resources.

7. During your event, make sure to have a sign-in desk and display printed materials, including [NHSC Scholarship](#) and [Loan Repayment Program](#) fact sheets, on the table so community members can learn about the NHSC.

8. Send photos and event outcomes to CorpsCommunityDay@hrsa.gov or upload on [Flickr](#).

Things to Consider

- ☐ Who will be taking photographs? Remember to use a general photo release form.
- ☐ Are there NHSC alumni or current NHSC members you should recognize at the event?
- ☐ Will you need a laptop or multiple laptops?
- ☐ Will a language translator be helpful for this event?



U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
HEALTH RESOURCES AND SERVICES ADMINISTRATION

Health Insurance Marketplace Resources



HealthCare.gov

CMS.gov CMS.gov

NHSC Resources

NHSC.hrsa.gov/CorpsCommunityDay



facebook.com/NationalHealthServiceCorps



twitter.com/NHSCorps
or [#NHSCDay](https://twitter.com/NHSCDay)